

A SUPPLEMENT TO



THE BOOK OF
AMERICAN TYPES



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AMERICAN TYPE FOUNDERS

TO
SUPPLEMENT
THE BOOK OF
AMERICAN TYPES

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INDEX

●
120^{PT}
3A

A PRINTER IS

●
96^{PT}
3A

A PRINTER IS ON

●
84^{PT}
3A

A PRINTER IS ONE

●
72^{PT}
5A

A PRINTER IS ONE W

●
60^{PT}
7A

A PRINTER IS ONE WHO

A B C D E F G H I J K L M M N N O P Q R S T U

HUXLEY VERTICAL

A PRINTER IS ONE WHO SETS
TRUTHS ON END AND STAMP

48 ^{PT}
9A

A PRINTER IS ONE WHO SETS TRUTHS
ON END AND STAMPS THEM WITH A

36 ^{PT}
11A

A PRINTER IS ONE WHO SETS TRUTHS ON
END AND STAMPS THEM WITH A MIGHTY

30 ^{PT}
14A

A PRINTER IS ONE WHO SETS TRUTHS ON END AND
STAMPS THEM WITH A MIGHTY IMPRESSION UPON

24 ^{PT}
20A

A PRINTER IS ONE WHO SETS TRUTHS ON END AND STAMPS
THEM WITH A MIGHTY IMPRESSION UPON THE CONSCIOUS

18 ^{PT}
25A

VWXY9Z&.,-'';12+\$1234567890

PHENIX

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z & . , - ' : ; ! ?
\$ 1 2 3 4 5 6 7 8 9 0 a b c d e f g h i j k l m n o p q r s t u v w x y z

TYPE OF EXCEPTIONAL UT
type of exceptional utility

72 point 4A 6a

TYPE OF EXCE
type of except

60 point 4A 6a

TYPE OF EXCEPT
type of exception

48 point 6A 11a

TYPE OF EXCEPTIONAL
type of exceptional util

36 point 6A 13a

TYPE OF EXCEPTIONAL UTIL
type of exceptional utility d

30 point 9A 17a

TYPE OF EXCEPTIONAL UTILITY D
type of exceptional utility designe

24 point 12A 23a

SHADOW

A B C D E F G H I J K L M N O P Q R S T U V
W X Y Z & . , - ' : ; ! ? \$ % 1 2 3 4 5 6 7 8 9 0

ADVERTISING AND
PRINTING TYPES D

48 point 6A

ADVERTISING AND PRINT
ING TYPES DEVELOP SIM

36 point 8A

ADVERTISING AND PRINTING TYPES
DEVELOP SIMULTANEOUSLY WITHOU

24 point 12A

BERNHARD GOTHIC MEDIUM CONDENSED

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z &
.,-''":;!?a b c d e f g h i j k l m n o p q r s t u v w x y z \$ % ' 1 2 3 4 5 6 7 8 9 0 c

FONTED AND SOLD SEPARATELY:

Oldstyle Figures—12 to 96 point \$1234567890 A E F K M N W Alternate Characters—12 to 96 point

HE WHO FIRS

he who first short

96/84 point 3A 4a

HE WHO FIRST!

he who first shorten

84/72 point 3A 4a

HE WHO FIRST SH

he who first shortened t

72 point 3A 5a

HE WHO FIRST SHORT
he who first shortened the la

60 point 4A 6a

HE WHO FIRST SHORTENED
he who first shortened the labor of

48 point 5A 9a

HE WHO FIRST
he who first shorte

42 point 5A 10a

HE WHO FIRST SI
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the labor of copyists b

36 point 6A 12a

HE WHO FIRST SHO
he who first shortened the
labor of copyists by device

30 point 9A 16a

HE WHO FIRST SHORTE
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or of copyists by device of mov

24 point 10A 20a

HE WHO FIRST SHORTENED THE
he who first shortened the labor of copy
ists by device of movable types was disb

18 point 16A 32a

HE WHO FIRST SHORTENED THE LABOR
he who first shortened the labor of copyists by
device of movable types was disbanding hired ar

14 point 25A 51a

HE WHO FIRST SHORTENED THE LABOR OF C

he who first shortened the labor of copyists by device of
movable types was disbanding hired armies and cashiering
kings and senates, and creating a whole new democratic

12 point 30A 60a

BERNHARD GOTHIC LIGHT TITLE

ABCDEFGHIJKLMNOPQRSTUVWXYZ&.,-':!?\$1234567890

12 point No. 8 19A

ALL THAT IT TAKES TO STAMP A
PIECE OF PRINTING AND THE P

12 point No. 7 22A

ALL THAT IT TAKES TO STAMP A PIECE
OF PRINTING, AND THE PERSON OR

12 point No. 6 25A

ALL THAT IT TAKES TO STAMP A PIECE OF
PRINTING, AND THE PERSON OR ORGANI

12 point No. 5 28A

ALL THAT IT TAKES TO STAMP A PIECE OF PRINTING,
AND THE PERSON OR ORGANIZATION IT REPRESENTS,
AS UP-TO-DATE IS TO SET IT IN A TYPE FACE WHICH

6 point No. 4 28A

ALL THAT IT TAKES TO STAMP A PIECE OF PRINTING, AND THE
PERSON OR ORGANIZATION IT REPRESENTS, AS UP-TO-DATE
IS TO SET IT IN A TYPE FACE WHICH THE BEHOLDER WILL R

6 point No. 3 30A

ALL THAT IT TAKES TO STAMP A PIECE OF PRINTING, AND THE
PERSON OR ORGANIZATION IT REPRESENTS, AS UP-TO-DATE IS
TO SET IT IN A TYPE FACE WHICH THE BEHOLDER WILL RECOG

6 point No. 2 35A

ALL THAT IT TAKES TO STAMP A PIECE OF PRINTING, AND THE PERSON
OR ORGANIZATION IT REPRESENTS, AS UP-TO-DATE IS TO SET IT IN A
TYPE FACE WHICH THE BEHOLDER WILL RECOGNIZE AS BEING IN KEEP-
ING WITH THE TIMES. PRINTING DOES NOT HAVE TO BE BIZARRE TO BE

6 point No. 1 38A

ALL THAT IT TAKES TO STAMP A PIECE OF PRINTING, AND THE PERSON OR OR-
GANIZATION IT REPRESENTS, AS UP-TO-DATE IS TO SET IT IN A TYPE FACE WHICH
THE BEHOLDER WILL RECOGNIZE AS BEING IN KEEPING WITH THE TIMES. PRINT-
ING DOES NOT HAVE TO BE BIZARRE TO BE MODERN; ON THE CONTRARY, THE VERY

BERNHARD GOTHIC MEDIUM TITLE

ABCDEFGHIJKLMNOPQRSTUVWXYZ&.,-':!?\$1234567890

12 point No. 18 17A

ALL THAT IT TAKES TO STAM
A PIECE OF PRINTING, AND T

12 point No. 17 21A

ALL THAT IT TAKES TO STAMP A PI
OF PRINTING, AND THE PERSON OR

12 point No. 16 24A

ALL THAT IT TAKES TO STAMP A PIECE
OF PRINTING, AND THE PERSON OR OR

12 point No. 15 31A

ALL THAT IT TAKES TO STAMP A PIECE OF PRINT-
ING, AND THE PERSON OR ORGANIZATION IT REP-
RESENTS, AS UP-TO-DATE IS TO SET IT IN A TYPE

6 point No. 14 27A

ALL THAT IT TAKES TO STAMP A PIECE OF PRINTING, AND
THE PERSON OR ORGANIZATION IT REPRESENTS, AS UP-
TO-DATE IS TO SET IT IN A TYPE FACE WHICH THE BEHOLD

6 point No. 13 28A

ALL THAT IT TAKES TO STAMPA PIECE OF PRINTING, AND THE
PERSON OR ORGANIZATION IT REPRESENTS, AS UP-TO-DATE
IS TO SET IT IN A TYPE FACE WHICH THE BEHOLDER WILL R

6 point No. 12 32A

ALL THAT IT TAKES TO STAMP A PIECE OF PRINTING, AND THE PERSON
OR ORGANIZATION IT REPRESENTS, AS UP-TO-DATE IS TO SET IT IN
A TYPE FACE WHICH THE BEHOLDER WILL RECOGNIZE AS BEING IN
KEEPING WITH THE TIMES. PRINTING DOES NOT HAVE TO BE BIZARRE

6 point No. 11 38A

ALL THAT IT TAKES TO STAMP A PIECE OF PRINTING, AND THE PERSON OR
ORGANIZATION IT REPRESENTS, AS UP-TO-DATE IS TO SET IT IN A TYPE FACE
WHICH THE BEHOLDER WILL RECOGNIZE AS BEING IN KEEPING WITH THE TIMES.
PRINTING DOES NOT HAVE TO BE BIZARRE TO BE MODERN. ON THE CONTRARY

OTHELLO

GREAT peopl

72 point 3 A 4 s

GREAT people s

60 point 4 A 5 s

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48 point 5 A 8 s

GREAT people seldom bo

36 point 5 A 10 s

GREAT people seldom boast of

30 point 6 A 11 s

GREAT people seldom boast of their

24 point 9 A 14 s

GREAT people seldom boast of their accom

18 point 11 A 21 s

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z & . , - ' ; : ! ?
\$ 1 2 3 4 5 6 7 8 9 0 a b c d e f g h i j k l m n o p q r s t u v w x y z

Giving vi

120 point 3A 4a 3 fig 1

Giving voit

96 point 3A 4a 3 fig 1

Giving voice

84 point 3A 4a 3 fig 1

Giving voice ti

72 point 3A 4a 3 fig 1

Giving voice to th

60 point 4A 6a 3 fig 1

Giving voice to the co

48 point 4A 7a 3 fig 1

Giving voice to the count

42 point 4A 8a 4 fig 1

GIVING VOICE TO THE CO
giving voice to the countless

35 point 5A 9a 4 fig 1

GIVING VOICE TO THE COUNTL
giving voice to the countless thousa

35 point 7A 11a 5 fig 1

GIVING VOICE TO THE COUNTLESS THOU
giving voice to the countless thousands who tell
their story in the printed word is the function of

24 point 9A 16a 5 fig 1

GIVING VOICE TO THEI
giving voice to the countl
ess thousands who tell the
ir story in the printed word
is the function of type. To

18 point 11A 21a 8 fig 1

GIVING VOICE TO THE COUNTL
giving voice to the countless thou
sands who tell their story in the pr
inted word is the function of type.
To modulate that voice is the func

14 point 18A 32a 10 fig 1

GIVING VOICE TO THE COUNTLESS
giving voice to the countless thousands
who tell their story in the printed word
is the function of type. To modulate th
at voice is the function of type design.

12 point 21A 38a 11 fig 1

GIVING VOICE TO THE COUNTLESS THOUS
giving voice to the countless thousands who t
ell their story in the printed word is the funct

10 point 26A 45a 13 fig 1

GIVING VOICE TO THE COUNTLESS THOUSANDS WH
giving voice to the countless thousands who tell their story
in the printed word is the function of type. To modulate

8 point 26A 48a 15 fig 1

CHARACTERS IN COMPLETE FONT

Spartan Medium is packaged in three parts,
any one of which may be ordered separately

CAPS

A B C D E F G H I J K L
M N O P Q R S T U V W
X Y Z & , - ' ' " " ; : () ! ?

LOWERCASE

a b c d e f g h i j k l m n o p q r
s t u v w x y z , - ' ' " " ; : * () ! ?

Ligatures are included in fonts of 8
to 18 point sizes; are obtainable in 24
to 120 point sizes on special order

FIGURES

\$ 1 2 3 4 5 6 7 8 9 0 ¢ % , . -

SPARTAN MEDIUM

Giving voice to

72 point 3A 4a 3 fig 1

Giving voice to thi

60 point 4A 6a 3 fig 1

Giving voice to the cou

48 point 4A 7a 3 fig 1

Giving voice to the countle

42 point 4A 8a 4 fig 1

GIVING VOT
giving voice ti

36 point 5A 9a 4 fig 1

GIVING VOICE I
giving voice to th

30 point 7A 12a 5 fig 1

GIVING VOICE TO T
giving voice to the co

24 point 9A 16a 7 fig 1

GIVING VOICE TO THEE
giving voice to the countl
ess thousands who tell the

18 point 11A 21a 8 fig 1

GIVING VOICE TO THE COUNTL
giving voice to the countless thous
ands who tell their story in the pri

14 point 18A 32a 10 fig 1

GIVING VOICE TO THE COUNTLESS I
giving voice to the countless thousands
12 point 21A 38a 12 fig 1

GIVING VOICE TO THE COUNTLESS THOUS
giving voice to the countless thousands who t
ell their story in the printed word is the funct
10 point 26A 45a 13 fig 1

GIVING VOICE TO THE COUNTLESS THOUSANDS WH
giving voice to the countless thousands who tell their st
ory in the printed word is the function of type. To modu
8 point 26A 49a 17 fig 1

CHARACTERS IN COMPLETE FONT

Spartan Medium Italic is packaged in three parts,
any one of which may be ordered separately

CAPS

A B C D E F G H I J K L
M N O P Q R S T U V W
X Y Z & , - ' " " ; () ! ?

LOWERCASE

a b c d e f g h i j k l m n o p q r
s t u v w x y z , - ' " " ; () ! ?

Ligatures are included in fonts of 8
to 18 point sizes; are obtainable in 24
to 72 point sizes on special order ff fi fl fm

FIGURES

\$ 1 2 3 4 5 6 7 8 9 0 ¢ % , -

FRACTIONS

Spartan Medium fractions are cast on the regular body and align with Spartan Medium figures as illustrated below. Fonts are packaged to the same weight as regular figures

12½

1/2 1/2 1/2 1/2

120 pt

1/8 1/8 1/8 1/8 1/8 1/8 1/8 1/8 1/8 1/8 1/8 1/8

8 pt 10 pt 12 pt 14 pt 18 pt 24 pt 30 pt 36 pt 42 pt 48 pt 60 pt

CHARACTERS IN COMPLETE FONT

1/2 1/4 3/4 1/3 2/3 1/8 3/8 5/8 7/8

DECIMAL FIGURES

Spartan Medium decimal figures are cast on the regular body and align with Spartan Medium figures as shown. Fonts contain only decimal figures, packaged to the same weight as regular figures

\$2150

12 12 12 12 12 12 12 12

72 pt 60 pt 48 pt 42 pt 36 pt 30 pt 24 pt 18 pt

CHARACTERS IN COMPLETE FONT

\$ 1 2 3 4 5 6 7 8 9 0 .

ADVERTISING FIGURES No. 77

Advertising Figures No. 77 are the same face as Spartan Medium figures, cast on a space-saving smaller body as illustrated. Cast on "title line," they will not align with regular figures. Packaged in fonts weighing approximately 5 lbs.

\$2150

12 12 12 12 12 12 12 12

72/60 pt 60/48 pt 48/42 pt 42/36 pt 36/30 pt 30/24 pt 24/18 pt 18/14 pt

CHARACTERS IN COMPLETE FONT

\$ \$ 1¹ 2² 3³ 4⁴ 5⁵
6⁶ 7⁷ 8⁸ 9⁹ 0⁰ ¢ % . .

SPARTAN MEDIUM ACCESSORIES

Givingi

120 point 3 A 4 a 3 fig 1

Giving v

96 point 3 A 4 a 3 fig 1

Giving vo

84 point 3 A 4 a 3 fig 1

Giving voih

72 point 3 A 4 a 3 fig 1

Giving voice t

60 point 3 A 4 a 3 fig 1

Giving voice to th

48 point 3 A 5 a 3 fig 1

Giving voice to thei

42 point 3 A 5 a 3 fig 1

**GIVING VOICE TO TH
giving voice to the cou**

36 point 4A 6a 3 fig 1

**GIVING VOICE TO THE COU
giving voice to the countless**

30 point 5A 9a 4 fig 1

**GIVING VOICE TO THE COUNTLESS T
giving voice to the countless thousan
ds who tell their story in the printed**

24 point 7A 11a 5 fig 1

**GIVING VOICE TO THE
giving voice to the cou
ntless thousands who t
ell their story in the pri
nted word is the functi**

18 point 9A 17a 7 fig 1

**GIVING VOICE TO THE COUNT
giving voice to the countless
thousands who tell their stor
y in the printed word is the f
unction of type. To modulate**

14 point 16A 26a 9 fig 1

**GIVING VOICE TO THE COUNTLES
giving voice to the countless tho
usands who tell their story in the
printed word is the function of ty
pe. To modulate that voice is the**

12 point 18A 30a 11 fig 1

**GIVING VOICE TO THE COUNTLESS THO
giving voice to the countless thousands
who tell their story in the printed word**

10 point 22A 36a 11 fig 1

**GIVING VOICE TO THE COUNTLESS THOUSANDS W
giving voice to the countless thousands who tell t
heir story in the printed word is the function of ty**

8 point 24A 41a 19 fig 1

CHARACTERS IN COMPLETE FONT

Spartan Black is packaged in three parts
any one of which may be ordered separately.

CAPS

A B C D E F G H I J K L
M N O P Q R S T U V W
X Y Z & , - ' " " ; () ! ?

LOWERCASE

a b c d e f g h i j k l m n o p q r
s t u v w x y z , - ' " " ; () ! ?

Ligatures are included in forms of 8
to 18 point sizes; are obtainable in 24
to 120 point sizes on special order

ff fi fl fm

FIGURES

\$ 1 2 3 4 5 6 7 8 9 0 % , . -

**SPARTAN
BLACK**

Giving voici
72 point 3A 4a 3 fig 1

Giving voice t
60 point 3A 4a 3 fig 1

Giving voice to th
48 point 3A 5a 3 fig 1

Giving voice to the c
42 point 3A 5a 3 fig 1

**GIVING VI
giving voic**
36 point 4A 6a 3 fig 1

**GIVING VOIC
giving voice t**
30 point 5A 9a 4 fig 1

**GIVING VOICE TO
giving voice to th**
24 point 7A 12a 5 fig 1

**GIVING VOICE TO TH
giving voice to the cou**
18 point 9A 17a 7 fig 1

**GIVING VOICE TO THE COUN
giving voice to the countless
thousands who tell their stor**
14 point 16A 26a 9 fig 1

**GIVING VOICE TO THE COUNTLE
giving voice to the countless tho**
12 point 18A 30a 11 fig 1

**GIVING VOICE TO THE COUNTLESS THO
giving voice to the countless thousands
who tell their story in the printed word**
10 point 22A 36a 11 fig 1

**GIVING VOICE TO THE COUNTLESS THOUSANDS W
giving voice to the countless thousands who tell th
eir story in the printed word is the function of typ**
8 point 24A 41a 18 fig 1

CHARACTERS IN COMPLETE FONT

Spartan Black Italic is packaged in three parts,
any one of which may be ordered separately

CAPS

A B C D E F G H I J K L
M N O P Q R S T U V W
X Y Z & . , - ' ' " " ; : () ! ?

LOWERCASE

a b c d e f g h i j k l m n o p q r
s t u v w x y z , - ' ' " " ; : () ! ?

Ligatures are included in fonts of 8
to 18 point sizes; are obtainable in 24
to 72 point sizes on special order

FIGURES

\$ 1 2 3 4 5 6 7 8 9 0 4 . , -

FRACTIONS

Spartan Black fractions are cast on the regular body and align with Spartan Bold figures as illustrated below. Fonts are packaged to the same weight as regular figures

$\frac{1}{2}$ $\frac{1}{2}$ $\frac{1}{2}$ $\frac{1}{2}$
72 pt 60 pt 48 pt 42 pt

$12\frac{1}{2}$

$\frac{1}{2}$ $\frac{1}{2}$ $\frac{1}{2}$ $\frac{1}{2}$ $\frac{1}{2}$ $\frac{1}{2}$
12 pt 14 pt 18 pt 24 pt 30 pt 36 pt

CHARACTERS IN COMPLETE FONT

$\frac{1}{2}$ $\frac{1}{4}$ $\frac{3}{4}$ $\frac{1}{3}$ $\frac{2}{3}$ $\frac{1}{8}$ $\frac{3}{8}$ $\frac{5}{8}$ $\frac{7}{8}$

DECIMAL FIGURES

Spartan Black decimal figures are cast on the regular body and align with Spartan Black figures as shown. Fonts contain only decimal figures, packaged to the same weight as regular figures

\$1250

1 1 1 1 1 1 1 1 1 1
72 pt 60 pt 48 pt 42 pt 36 pt 30 pt 24 pt 18 pt

CHARACTERS IN COMPLETE FONT

\$ 1 2 3 4 5 6 7 8 9 0 .

ADVERTISING FIGURES No. 78

Advertising Figures No. 78 are the same face as Spartan Black figures, cast on a space saving smaller body as illustrated. Cast on "title line," they will not align with regular figures. Packaged in fonts weighing approximately 5 lbs.

\$2150

1 1 1 1 1 1 1 1 1 1
72/60 pt 60/48 pt 48/42 pt 42/36 pt 36/30 pt 30/24 pt 24/18 pt 18/14 pt

CHARACTERS IN COMPLETE FONT

\$ \$ 1¹ 2² 3³ 4⁴ 5⁵
6⁶ 7⁷ 8⁸ 9⁹ 0⁰ & % . .

SPARTAN BLACK ACCESSORIES

YOUR MESSAG

96/72 point 4A

YOUR MESSAGE IN

72 point 4A

YOUR MESSAGE IN TY

60 point 4A

YOUR MESSAGE IN TYPE CAR

48 point 4A

YOUR MESSAGE IN TYPE CARRIES WI

36 point 6A

YOUR MESSAGE IN TYPE CARRIES WITH IT

30 point 6A

YOUR MESSAGE IN TYPE CARRIES WITH IT THE FOR

24 point 9A

YOUR MESSAGE IN TYPE CAR

18 point 10A

YOUR MESSAGE IN TYPE CARRIES WI

14 point 12A

YOUR MESSAGE IN TYPE CARRIES WITH IT

12 point 13A

YOUR MESSAGE IN TYPE CARRIES WITH IT THE

10 point 17A

A B C D E F G H I J K L M N O P Q R S T U V W
X Y Z & . , - ' " " : ; ! ? \$ 1 2 3 4 5 6 7 8 9 0

YOUR MESSA

96/72 point 4A

YOUR MESSAGE I

72 point 4A

YOUR MESSAGE IN T

60 point 4A

YOUR MESSAGE IN TYPE C

48 point 4A

YOUR MESSAGE IN TYPE CARRIES

36 point 5A

YOUR MESSAGE IN TYPE CARRIES WITH

30 point 5A

YOUR MESSAGE IN TYPE CARRIES WITH IT THE

24 point 9A

YOUR MESSAGE IN TYPE CA

18 point 9A

YOUR MESSAGE IN TYPE CARRIES WIT

12 point 12A

YOUR MESSAGE IN TYPE CARRIES

14 point 10A

YOUR MESSAGE IN TYPE CARRIES WITH IT

10 point 15A

BALLOON BOLD

*A B C D E F G H I J K L M N O P Q R S T U V W
X Y Z & . , - ' " " : ; ! ? \$ 1 2 3 4 5 6 7 8 9 0*

YOUR MES

96/72 point 3A

YOUR MESSAI

72 point 3A

YOUR MESSAGE I

60 point 3A

YOUR MESSAGE IN TY

48 point 3A

YOUR MESSAGE IN TYPE CA

36 point 4A

YOUR MESSAGE IN TYPE CARRIE

30 point 5A

YOUR MESSAGE IN TYPE CARRIES WIT

24 point 6A

YOUR MESSAGE IN TYPE

18 point 8A

YOUR MESSAGE IN TYPE CAR

14 point 8A

YOUR MESSAGE IN TYPE CARRI

12 point 10A

YOUR MESSAGE IN TYPE CARRIES W

10 point 12A

ABCDEFGHIJKLMNOPQRSTUVWXYZ

XYZ&.,-'":;!?\$1234567890

STYMIE LIGHT TITLE

ABCDEFGHIJKLMNOPQRSTUVWXYZ&.,-';!?"\$1234567890

12 point No. 9 16A

VERY OFTEN A FIRM'S PRINTE
MATTER IS ITS ONLY CONTA

12 point No. 8 20A

VERY OFTEN A FIRM'S PRINTED MA
IS ITS ONLY CONTACT WITH CUST

12 point No. 7 24A

VERY OFTEN A FIRM'S PRINTED MATTE
IS ITS ONLY CONTACT WITH CUSTOM

12 point No. 6 26A

VERY OFTEN A FIRM'S PRINTED MATTER IS
ITS ONLY CONTACT WITH CUSTOMERS, THE
ONLY MEANS BY WHICH CUSTOMERS CAN

12 point No. 5 32A

VERY OFTEN A FIRM'S PRINTED MATTER IS ITS ON
CONTACT WITH CUSTOMERS, THE ONLY MEANS

6 point No. 4 38A

VERY OFTEN A FIRM'S PRINTED MATTER IS ITS ONLY CONTA
WITH CUSTOMERS, THE ONLY MEANS BY WHICH CUSTOMER

6 point No. 3 30A

VERY OFTEN A FIRM'S PRINTED MATTER IS ITS ONLY CONTACT
WITH CUSTOMERS, THE ONLY MEANS BY WHICH CUSTOMERS
CAN JUDGE THE CHARACTER OF THE PEOPLE WITH WHOM THEY

6 point No. 2 34A

VERY OFTEN A FIRM'S PRINTED MATTER IS ITS ONLY CONTACT WITH CUS-
TOMERS, THE ONLY MEANS BY WHICH CUSTOMERS CAN JUDGE THE
CHARACTER OF THE PEOPLE WITH WHOM THEY ARE DEALING. PRINTING

6 point No. 1 38A

VERY OFTEN A FIRM'S PRINTED MATTER IS ITS ONLY CONTACT WITH CUSTOM-
ERS, THE ONLY MEANS BY WHICH CUSTOMERS CAN JUDGE THE CHARACTER OF
THE PEOPLE WITH WHOM THEY ARE DEALING. PRINTING SET IN AN ANTIQUATED

STYMIE MEDIUM TITLE

ABCDEFGHIJKLMNOPQRSTUVWXYZ&.,-';!?"\$1234567890

12 point No. 19 18A

VERY OFTEN A FIRM'S PRIN
MATTER IS ITS ONLY CONT

12 point No. 18 18A

VERY OFTEN A FIRM'S PRINTED
MATTER IS ITS ONLY CONTACT

12 point No. 17 20A

VERY OFTEN A FIRM'S PRINTED MAT
IS ITS ONLY CONTACT WITH CUSTO

12 point No. 16 24A

VERY OFTEN A FIRM'S PRINTED MATTER
IS ITS ONLY CONTACT WITH CUSTOMER
THE ONLY MEANS BY WHICH CUSTOME

12 point No. 15 27A

VERY OFTEN A FIRM'S PRINTED MATTER IS ITS
ONLY CONTACT WITH CUSTOMERS, THE ONLY

6 point No. 14 30A

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WITH CUSTOMERS, THE ONLY MEANS BY WHICH CUSTO

6 point No. 13 30A

VERY OFTEN A FIRM'S PRINTED MATTER IS ITS ONLY CONTACT
WITH CUSTOMERS, THE ONLY MEANS BY WHICH CUSTOMERS
CAN JUDGE THE CHARACTER OF THE PEOPLE WITH WHOM TH

6 point No. 12 33A

VERY OFTEN A FIRM'S PRINTED MATTER IS ITS ONLY CONTACT WITH
CUSTOMERS, THE ONLY MEANS BY WHICH CUSTOMERS CAN JUDGE THE
CHARACTER OF THE PEOPLE WITH WHOM THEY ARE DEALING. PRINT

6 point No. 11 37A

VERY OFTEN A FIRM'S PRINTED MATTER IS ITS ONLY CONTACT WITH CUS-
TOMERS, THE ONLY MEANS BY WHICH CUSTOMERS CAN JUDGE THE CHARACTER
OF THE PEOPLE WITH WHOM THEY ARE DEALING. PRINTING SET IN AN ANTIQ

STYMIE BLACK

ABCDEFGHIJKLMNOPQRSTUVWXYZ&,-'";!?

\$\$1234567890abcdefghijklmnopqrstuvwxyz

72 point 3A 4a

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18 POINT
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BERNHARD TANGO *Swash Capitals*

120 POINT
Swash Capitals
for 72 point

Majestic

96 POINT
Swash Capitals
for 60 point

Royal Hendrickson

84 POINT
Swash Capitals
for 48 point

Wonderful Springs

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for 36 point

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Sold in sets as shown or in
these minimum quantities:
120 point—any 1 character;
96 point—any 2 characters;
84 point—3; 60 point—5;
42 point—6; 30 point—any 8.

Kaufmann
Script

TRADE MARK REGISTERED U. S. PAT. OFFICE

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TRADE MARK REGISTERED U. S. PAT. OFFICE

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SWASH CAPS

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DESIGN PATENT NO. D120644

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THREE MARK REGISTERED UNITED STATES PATENT OFFICE. DESIGN PATENT APPLIED FOR

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BRANCHES

Atlanta, Georgia	223 Nelson Street, S. W.
Baltimore, Maryland	109 S. Hanover Street
Boston, Massachusetts	470 Atlantic Avenue
Buffalo, New York	327 Washington Street
Chicago, Illinois	519 West Monroe Street
Cincinnati, Ohio,	Sixth and Sycamore Streets
Cleveland, Ohio	1231 Superior Avenue
Dallas, Texas	604 South Akard Street
Denver, Colorado	1351 Stout Street
Des Moines, Iowa	924 Grand Avenue
Detroit, Michigan	557 West Larned Street
Kansas City, Missouri	934 Wyandotte Street
Los Angeles, California	470 East Third Street
Milwaukee, Wisconsin	737 N. Van Buren Street
Minneapolis, Minnesota	421 Fourth Street, S.
New York, N. Y.	104 East Twenty-fifth Street
Philadelphia, Pennsylvania	13th and Cherry Streets
Pittsburgh, Pennsylvania	405 Penn Avenue
Portland, Oregon	416 S. W. Oak Street
St. Louis, Missouri	2135 Pine Street
San Francisco, California	500 Howard Street
Seattle, Washington	Western Avenue and Columbia
Washington, D. C.	1224 H Street, N. W.



